

**Discounters in Saudi Arabia**

Market Direction | 2024-03-28 | 36 pages | Euromonitor

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**Report description:**

Al Dukan from Dabbagh Group Holding Co Ltd remained the only player present in the discounters category in Saudi Arabia in 2023. The group focused on increasing its number of outlets in the western province of the Kingdom in 2023 with it opening a new branch in Al Hawiya in Taif, for instance. It also opened several new branches in Medina and Jeddah as part of its focus on expanding and providing the best shopping experience to its customers. However, it also continued its strategy of closing un...

Euromonitor International's Discounters in Saudi Arabia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Discounters market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Al Dukan retains a monopoly in the discounters channel

Discounters benefit from increased price sensitivity of Saudi consumers but face growing competition from other grocery retailing channels

Competition grows from other grocery retailing channels and e-commerce in 2023

##### PROSPECTS AND OPPORTUNITIES

Discounters still holds some potential in Saudi Arabia but unlikely to challenge the dominance of supermarkets and hypermarkets

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